



CSS: Separating Design and Content



What We'll Do

- **What is CSS?**
- **View some code and talk basics**
- **Why use CSS?**
 - Advantages to Workflow
 - Cost Savings
- **Implementations**
- **Resources**



Introduction: Cascading Style Sheets

- Created by Hakon Wium Lie of MIT in 1994
- Has become the W3C standard for controlling visual presentation of web pages
- Separates design elements from structural logic
- You get control and maintain the integrity of your data



Let's See Some Code

- Sample Style sheet
- **Rule Structure**

selector declaration

| |

H1 {color: blue;}

 | |

 property value



Selectors

- **Element Selectors** – (refer to HTML tags)
 - H1 {color: purple;}
 - H1, H2, P {color: purple;}
- **Contextual** – (refer to HTML, but in context)
 - LI B {color: purple;}



Selectors

- **Class Selectors**

```
<H1 CLASS="warning" >Danger! </H1 >  
<P CLASS="warning" >Be careful... </P >
```

.....

In your HTML code -

```
H1.warning {color: red; }
```

OR to an entire class...

```
.warning {color:red; }
```



Applying CSS to HTML

- Style rules can be applied in 3 ways:

External style sheets:

```
<HEAD>  
<LINK REL="stylesheet" TYPE="text/css"  
HREF="styles/mystyles.css">  
</HEAD>
```

**This is true “separation” of style and content.
Keeping all your styles in an external document is simpler**



Why CSS?

- **Advantages to Workflow**
- **Cost Savings**
- **You WILL Be Cooler**



Advantages of CSS

- **Workflow**

- **Faster downloads**
- **Streamlined site maintenance**
- **Global control of design attributes**
- **Precise control (Advanced)**
 - Positioning
 - Fluid layouts



Advantages of CSS - Cost Savings

- **Cost Savings**

- **Reduced Bandwidth Costs**

- One style sheet called and cached

- **Higher Search Engine Rankings**

- Cleaner code is easier for search engines to index
 - Greater density of indexable content



Advantages of CSS - Cost Savings

- **Faster download = better usability**

- Web usability redesign can increase the sales/conversion rate by 100% (source: [Jakob Nielsen](#))
- CSS requires less code
- Tables require spacer images
- Entire table has to render before content
- CSS can control the order that elements download (content before images)